

MINUTES OF THE REGULAR MEETING OF THE TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD

September 21, 2000

The regular meeting of the Tobacco Use Prevention and Cessation Executive Board was called to order at 1:40 p.m., E.S.T., in Rice Auditorium of the Indiana State Department of Health (ISDH) Building by Bain Farris, Chairman. The following Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Ms. Ronnie Greenberg
Steve Simpson, MD
Alan Snell, MD
Richard Huber, MD
Robert Keen, PhD
Michael Blood, MD
Peggy Voelz
Robbie Barkley
Patricia Hart
Stephen Jay, MD
James Jones
Alice Weathers
Richard D. Feldman, MD (Ex-Officio)
Karen Freeman-Wilson (Ex-Officio)
Janet Corson for Katie Humphreys (Ex-Officio)
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
Steven Guthrie (Advisory Board)
Kate Taylor (Advisory Board)
Diana Swanson, NP (Advisory Board)
Olga Villa Parra (Advisory Board)
Heather McCarthy (Advisory Board)
Arden Christen, DDS (Advisory Board)

The following Board members were not in attendance:

Pamela Peterson-Hines
Mohammad Torabi, PhD
J. Michael Meyer
Karla Sneegas
Bennett Desadier, MD (Advisory Board)

Steve Montgomery (Advisory Board)
Cecelia Bordador (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)
Kay Wheeler (Advisory Board)

Others in attendance:

Pat Rios, Office of the Governor
Brad Burk, American Cancer Society
Leslie Goss, American Cancer Society
Darla Shields, MZD Advertising
Shanon Shotts, MZD Advertising
Stephanie DeKemper, Indiana Minority Health Coalition
Rachelle Taray, Indiana Minority Health Coalition
Mike Gery, Office of the Governor
Dr. Rick Markoff, STAR Alliance
Louis Mahern, Publicis
Carol Collins, Baker & Daniels
Brenda Chamness, Smokefree Indiana
Julie Day, Smokefree Indiana
Shawn Richards, ISDH
Sally Goss, ISDH
Sally Fleck, DMH/FSSA
Dave Bozell, DMH/FSSA
Louise Polansky, DMH/FSSA
David Ball, Elkhart Youth Services Bureau
Lou Belch, KWK
Sandy Cummins, Marion Co. Health Dept.
Becky Tuttle, Marion Co. Health Dept.
Jim Wolf, Tobacco Retail Inspection Program, IPRC
Korey Antonelli, Tobacco Retail Inspection Program, IPRC
Terry Zollinger, Indiana University
Lillian Henegar, Governor's Commission for a Drug Free Indiana
Pamela Earls, Governor's Commission for a Drug Free Indiana
Chantee Burks, Governor's Commission for a Drug Free Indiana
Jerry McCorry, Governor's Commission for a Drug Free Indiana
Deb Hood, Publicis
Tom Hirschauer, Publicis
Charlie Hiltunen, Consultant/Lobbyist
Larry Larwell, Center for Educational Resources
Kevin Wallace, CHANCES for Indiana Youth

Kathy Huffman, CHANCES for Indiana Youth
Lori Davis, Bloomington Hospital
Harry Davis, MZD
Mike Pitts, Indiana Petroleum Marketers & Convenience Store Association
Cynthia Oda, YMCA
Sabrina Phillips, PROS CDC
Jim Osborn, Attorney General's Office
Jon Mack, FSSA

I. Minutes

Mr. Farris asked for discussion and/or corrections to the August 17, 2000, minutes. Hearing no corrections Mr. Farris entertained a motion to approve the August 17, 2000, minutes as distributed. On a motion made by Dr. Jay, seconded by Dr. Huber, and passed unanimously, the Board approved the August 17, 2000, minutes as distributed. Dr. Huber asked that the minutes be mailed with the agenda.

II. Administrative Update

Mission Development Work Group

The Mission Development Work Group met today at noon. Dr. Snell, Chairperson, thanked Joe Hunt and Teresa Barlow for their efforts in making the Draft Mission Statement available to the Board on very short notice. A Draft Mission Statement was distributed and the Board was asked to e-mail comments and/or suggestions to Dr. Snell at snella@sjrmc.com or to Joe Hunt at jhunt@isdh.state.in.us. The Mission Development Work Group will meet again prior to the Board meeting on October 19th.

Long-Range State Plan Development

Bain Farris asked for volunteers to work on the Long-Range State Plan. Volunteers should contact Joe Hunt via e-mail or by phone at 317/233-7524.

Executive Director Search Committee Update

The Executive Director Search Committee met today at noon. Mr. Farris reported that the Committee is reviewing 57 applications from eight different states. The Committee is waiting on input from members that were not available to attend the first meeting. Dr. Huber asked about the timeline to hire the Executive Director. Mr. Farris stated that he hopes to have an Executive Director on board by the first of the year.

Evaluation Committee

Mr. Farris stated that Dr. Jay has agreed to chair this committee. Volunteers should contact Joe Hunt via e-mail or phone.

Ethics Policy Development Work Group

Mr. Farris stated that volunteers are also needed to work on the Ethics Policy for the Board. Volunteers should contact Joe Hunt via e-mail or phone.

III. Overview of State Government Programs Related to Tobacco

Department of Education (DOE)

Phyllis Lewis first presented general information about the statutory requirements and structure of the DOE.

In 1998 the Elementary and Secondary Education Act was amended to include Principles of Effectiveness. These principles are part of the plan that local school corporations use to put in place programs for alcohol, tobacco and other drug prevention. The Principles of Effectiveness are: 1) Assessment; 2) Measurable goals and objectives; 3) Activities that are research or evidence-based; and 4) Evaluation to measure outcomes with money spent. Current law states that education about alcohol, tobacco and drugs should be taught grades K through 12.

Dr. Feldman asked if DOE has any state-sponsored programs exclusively for tobacco. Ms. Lewis responded that schools can choose to provide this program. Dr. Feldman also asked if DOE has suggested specific curriculum pertaining to tobacco. Ms. Lewis responded that the schools use locally-developed tobacco programs. Mr. Farris asked about the total dollar amount DOE receives for tobacco-related programs and how it is distributed to schools. Ms. Lewis responded that DOE receives \$6,000,000 annually. It is distributed per a formula (population-based and number of children enrolled in Title 1 funds). Dr. Huber asked if funds are carried over at the end of the year. Ms. Lewis stated that schools have an opportunity, by statute, to carry over a certain amount but most schools use their allotted funding. Dr. Jay asked if the Principles of Effectiveness are used to evaluate curriculum. Ms. Lewis stated that each grant application is evaluated and the Principles of Effectiveness are used as a framework for this evaluation. Dr. Huber inquired if schools can use other funding sources along with funding from DOE. Ms. Lewis stated that schools can take advantage of other funding sources as well. Dr. Feldman asked if DOE intends to develop an organized program and curriculum on tobacco and require schools to use it. Ms. Lewis stated that each school corporation has an advisory council that determines what programs they want to provide, this information is sent to the local school board and then on to DOE for their review. Dr. Simpson inquired if the state could mandate a school smoking or drug program. Ms. Lewis responded that the state could do so if mandated by the General Assembly. Dr. Jay asked if DOE knows of the schools with drug and tobacco curriculum, which ones are using fact-based programs. Ms. Lewis stated that DOE has a factual

count of what curriculum each school is using. Dr. Feldman asked what percent of the schools submit applications to DOE. Ms. Lewis responded that there is only one school corporation in the state that does not participate. Mr. Keen asked if DOE evaluates curriculums. Ms. Lewis stated that DOE compiles the evaluated data and sends it to school to use as an assessment tool.

Family and Social Services Administration (FSSA)

John Viernes, Deputy Director and Louise Polansky, Assistant Deputy Director of the Division of Mental Health at FSSA presented an overview of the tobacco-related programs at FSSA. A packet of information was distributed to the Board members.

The Division of Mental Health (DMH) at FSSA has both a statutory responsibility for addressing alcohol and drug abuse prevention and treatment and a mission to support this. The DMH at FSSA is statutorily established (IC 12-23-1-7) as the State of Indiana's authority for disbursing monetary grants addressing alcoholism and drug abuse prevention and treatment on behalf of Hoosiers. The mission is to ensure that Indiana citizens have access to appropriate mental health and addiction services promoting individual self-sufficiency.

Synar is a federally-mandated annual study to determine tobacco vendor non-compliance with youth tobacco access laws. It is a scientific study to determine the percentage of Indiana tobacco vendors who are willing to sell tobacco products to young people under the age of 18. Synar is named after Congressman Mike Synar of Oklahoma, who promoted this amendment to federal law.

Tobacco Retailer Inspection Program (TRIP) is an enforcement program that actually enforces State youth tobacco access laws through undercover inspections of tobacco retail outlets throughout the state and subsequent prosecution of the violations by the Indiana Alcoholic Beverage Commission (ABC).

Dr. Blood asked if the prosecution of retailers was handled by the county prosecutor. Ms. Polansky responded that TRIP is using the Indiana Alcoholic Beverage Commission prosecutor. Dr. Feldman inquired who issues the TRIP tickets to retailers. Ms. Polansky stated that tickets are issued by TRIP police officers and prosecution is handled by the ABC. Janet Corson stated that tickets are not issued for Synar. Dr. Feldman inquired if FSSA has other tobacco programs other than the enforcement programs. Mr. Viernes stated that FSSA also has after school prevention programs and an overview of those programs will be given at the November Board meeting. Dr. Christen asked about the compliance rate among tobacco growing communities compared to non-tobacco growing communities. Ms. Polansky stated that the four counties initially targeted in the southeastern part of the state had very high non-compliance rates. Dr. Jay asked if FSSA has evidence indicating that the retail community in the state has taken steps to systematically reduce the magnitude of the sale of tobacco products to youth. Mr. Viernes responded that FSSA meets with the retail associations on a regular basis.

Governor's Commission for a Drug-Free Indiana

Jerry McCorry, Director of the Governor's Commission for a Drug-Free Indiana presented an overview of the Commission's responsibilities. Mr. McCorry introduced the Chair of the Commission, Attorney General Karen Freeman-Wilson. A packet of information was distributed to the Board members.

The Commission was created in 1989 and is Indiana's coordinator for the fight against substance abuse, addictions, and other behavioral health problems among adults and children of Indiana. The Commission is charged (IC 5-2-6-16) with improving the coordination of alcohol and other drug abuse efforts at both the state and local levels. The Commission works through the Local Coordinating Councils (LCC) in each of the 92 counties in Indiana. There are five Regional Commission Offices to assist the LCCs with technical assistance, guidance or direct funding resources. The Commission assists in the development of LCCs to identify community drug programs, coordinate community initiatives, design comprehensive, collaborative community strategies, and monitor anti-drug activities at the local level. The Commission also establishes roles, responsibilities, and performance standards for the LCCs. The Commission works with FSSA-DMH on inspection of tobacco retailers.

Dr. Feldman asked about the percentage of money that goes back to the county from the Drug-Free Communities Fund. Mr. McCorry responded that 75 percent of the monies collected from offender fees (those arrested for alcohol or drug violations) goes back to the county to use in alcohol and tobacco programs. Kate Taylor asked how the youth are chosen to participate in the inspection of tobacco retailers. Mr. McCorry stated that youth must fill out an application and go through an interview process.

Indiana State Department of Health (ISDH)

Sue Percifield, Director of Chronic/Communicable Disease Division presented an overview of the tobacco-related programs at the ISDH. A packet of information was distributed to the Board members.

The ISDH Office of Tobacco and Health focuses on education, cessation and prevention with an emphasis on youth. A multi-media "Tobacco. It's Gonna Cost You" anti-tobacco campaign was launched February 15, 1999 in a news conference with Governor O'Bannon. The campaign includes outreach efforts, with public service advertisements in 36 counties in central Indiana geared toward 10-to-14 year olds via TV, radio, sporting events, promotional posters and other printed materials. This campaign is a collaborative effort with the DMH-FSSA, the Marion County Health Department and many other organizations and corporations included in the Indiana Tobacco-Free Partnership. The Tar Wars project is presented in coordination with the Indiana Academy of Family Physicians. Tar Wars is a school-based intervention designed to educate 5th grade students about the negative effects of tobacco use. A health care provider or professional presents a one-hour curriculum to a 5th grade classroom on the health effects of

tobacco use. The students then create a poster based on what they learned. The winner of the State poster contest goes on to the National poster contest. 300 schools, 18,000 students participated in 2000. The goal for 2001 is 450 schools. The Prenatal Substance Use Prevention Program (PSUPP) serves expectant mothers in seven counties to prevent poor birth outcomes from alcohol, tobacco and other drug use during pregnancy through education, referral and follow-up. PSUPP is a collaborative effort with the DMH-FSSA. Ask for the Sake of our Kids (ASK) program is utilized in MCH clinics and in prenatal care coordination. Public Health Aspects of Tobacco Use Fact Sheets have been distributed at the State Fair, the Black and Minority Health Fair at the Indiana Black Expo, local health departments, public health professionals, physicians, educators, legislators, media, community leaders and groups and businesses.

Dr. Snell inquired about the funding for the ISDH tobacco-related programs. Dr. Feldman responded that the funding is mostly from the Maternal and Child Health Block Grant and some from the Preventive Health and Health Services Block Grant. Ms. Villa Parra commented that it would be great to have the anti-tobacco commercials in Spanish. Dr. Feldman stated that current funding only allowed for a pilot project in a limited area throughout the state. Dr. Huber commented that there seems to be a lot of tobacco-related education and outreach going on throughout the state - so why does Indiana have such a high rate of tobacco use. Dr. Feldman responded that the Board needs to take the important beginnings, such as those presented, and focus them into a comprehensive, sustained, multi-faceted coordinated effort.

Mr. Farris asked for comments from the public. Mike Pitts, Indiana Petroleum Marketers and Convenience Store Association, stated that the retail associations are working at reducing the number of retailers that sell tobacco products to youth. One problem is that some retailers are not members of any association and, therefore, cannot be reached by the associations.

The Executive Board meeting adjourned at 3:40 p.m.

The next meeting is scheduled for October 19th at 1:30 p.m. at the ISDH Building in Rice Auditorium.